

# CASE STUDY

Hubler Stores Partner with Dominion to Drive “Exceptional Growth” in Third Party Site Reviews



## The Challenge

Jon Faust, digital marketing manager for the Hubler Automotive Group in central Indiana, has long understood the value of online reviews. “For every good experience, that customer tells their best friend,” explains Faust. “For every bad experience, that customer tells 100 people.”

Still, discovering a successful process to drive review generation remained a challenge for the group. “Our in-store process was to rely on our employees to ask for reviews and then push customers to a separate review site that we managed. Our ratings weren’t in bad shape, but our numbers were low, our success was sporadic, and our reviews weren’t evenly distributed on third party sites,” said Faust.

## The Solution

During their selection of technology partners for the General Motors 2015 SFE program, Hubler Chevrolet (Indianapolis, IN) and sister store, Bradley Chevrolet (Franklin, IN), began their partnership with Dominion’s Prime Response®. This GM-certified, award-winning reputation and social media platform enables dealers to drive positive review generation and engage with today’s online car shoppers via social media. “We used to have to incent our employees, so we needed something simple. Prime Response eliminates the pay-to-play scenario. We also needed something to manage customers who simply want to bash the dealership online.” For Faust, Prime covered all the bases.

Bradley Chevrolet also utilizes the managed social media component of Prime Response. Their dedicated specialist at Dominion supplements their effort in content curation and incorporates vehicles into social posts, resulting in cherished traffic to the store’s VDPs. “Our specialist keeps me in the know with different tips and tricks – a most valuable asset when it comes to social and reputation.”

## The Results

Both Hubler Chevrolet and Bradley Chevrolet have witnessed what Faust describes as “systematic and exceptional growth,” increasing both their quantity and quality of reviews since partnering with Dominion. The Indianapolis store has increased its monthly review generation from an average of 21.6 reviews to 39.8 reviews every month, while Bradley Chevrolet has enjoyed **a 600% increase in review generation, including a tenfold increase in Google+ and Cars.com reviews** over the past year. Both Chevrolet stores boast an **average 4.5 star rating** since moving to Dominion’s Prime Response.

“With Dominion, we have a great presence across all review sites,” states a very satisfied Faust, who is especially pleased with how third party site reviews have been growing over time. “What used to be an unorganized system and lack of tools is now so simple. I use ‘Prime’ to respond to each review and it’s still less work for me than before.”

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Jon Faust  
Digital Marketing Manager  
HUBLER AUTOMOTIVE GROUP



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